

Building the Marketing Foundation Behind 37 Years of Trust

Meet OCIE



OCIE is a fully managed information management platform from Donnell Systems, Inc., founded in 1989 and based in South Bend, Indiana. The women-owned company has spent 37 years serving regulated industries including mortgage servicing, government, financial services, and healthcare. OCIE holds SOC 2 and HIPAA compliance, retains more than 98% of its clients, and has retired more than 2,500 legacy systems, including work for the U.S. Navy.

Challenge

OCIE had a strong product and deep client loyalty, but almost no marketing infrastructure: no history running Google Ads, no content engine, no lead capture, and minimal online visibility. New business came through an event-driven pipeline reliant on referrals, vendor lists, and conferences.

Approach

OCIE engaged Duct Tape Marketing for a Strategy First™ engagement to build the early-stage marketing foundation the company had never had, starting with real client interviews rather than assumptions.

Implementation:

- Five validated buyer personas grounded in real client interviews
- An approved core message and positioning anchored to trigger events (MSP changes, audits, legacy system pressure) rather than features
- A competitive framework separating OCIE from point tools and document-centric competitors
- A full Marketing Hourglass™ mapped stage by stage, prioritizing the Know/Like gap
- A growth roadmap covering a content engine, lead capture, referral systematization, and a government beachhead strategy
- A long-term retainer to build the marketing infrastructure from the ground up

Results

In just 45 days, OCIE moved from having no documented marketing foundation to a validated set of buyer personas, trigger-event-based positioning, a competitive framework, and a growth roadmap ready for execution. The engagement also delivered something less tangible but immediately felt: a level of business understanding that outpaced prior vendor relationships.

Solution

With the Strategy First™ groundwork in place, OCIE is positioned to move from an event-driven, referral-heavy pipeline into a repeatable one. The roadmap — content engine, lead capture, referral systematization, and a government beachhead strategy — gives OCIE a path to close its Know/Like gap and convert 37 years of trust and a 98%+ retention rate into a consistent source of new business, not just repeat business.

"In the 45 days we've been meeting, you know our company better than other companies we've used in the past over the span of a year. That gives me a lot of hope."



Oliver Gunter, President, OCIE

About Duct Tape Marketing

+20%

YEARS IN BUSINESS

1000+

SMALL BUSINESS SERVED

Top-Rated

SMB MARKETING SYSTEM

Duct Tape Marketing is built on one belief: marketing is the most important system in any small business. We've spent 20+ years developing a proven system that generates consistent leads, builds real brand authority, and delivers measurable growth for businesses just like yours.

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M A R K E T I N G



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